



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the U.S. Patent Application of

Alan A. SIEGEL and Rod LOWENSTEIN

Serial No.: 09/659,525

Date Filed: September 12, 2000

For: Apparatus and Method for the Distribution of Consumer Product Information

Examiner: Cassandra Hope Davis

Art Unit: 3611

Our Docket No.: P-5

Mail Stop Amendment with Fee

Commissioner of Patents

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AMENDMENT

GROUP 3600

SIR:

In response to the non-final Office Action dated March 20, 2003, applicants respectfully amend the above patent application as follow.

IN THE CLAIMS:

Please cancel claims 5, 13, and 20 without prejudice, and amend claims 1, 3, 6, 8, 9, 11, 14-16, 18, 21 and 22 as shown below.

1. (Twice Amended) A hang tag for selective attachment to a product, comprising:

[a digital] an optical memory encoded with information relating to a product to which it is to be attached; and means for selective attachment to a product [; and said means for selective attachment is an eyelet frangibly secured to said digital memory.] , said means for selective attachment comprising a pouch having dimensions to receive said optical memory and a generally elongate member attached to said pouch and attachable to the product, said pouch normally being sufficiently and selectively closed to prevent movement of said optical memory out of said pouch independently of attachment to the product.

2. (canceled)

3. (Twice Amended) The hang tag according to claim 1, wherein [the means for

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